



TEN THINGS YOUR BUSINESS CAN DO WITH EMAIL MARKETING

How to Succeed with E-Mail Marketing

This white paper covers ten aspects of email marketing that can prove to be beneficial to an organization or business. Idea Bright Marketing & Research Corporation is happy to release this extremely valuable resource to you and welcome you into the sophisticated minds of our eMarketing System Architects.

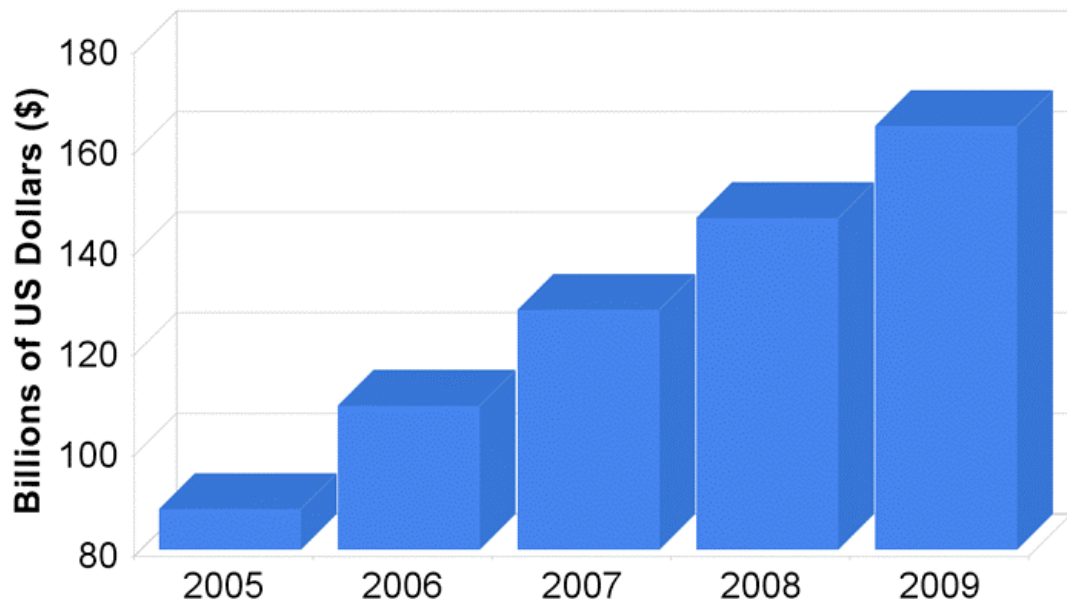
Idea Bright Marketing & Research Corporation

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In today's ever inconsistent economy, business owners are seeking for a more efficient and effective way to target potential customers with their message. Traditional and outdated marketing techniques including print media sources, television, radio, and many others have left marketing budgets scarce and strategies helpless against competitors who have indulged in the extremely high benefits of email marketing. Below we are going to review some keys benefits that email marketing can do for YOU and YOUR business.

US E-Commerce Growth



Data Source:




1.) ENHANCE CUSTOMER RELATIONSHIPS

Email marketing solves one of the most valuable problems in the consumer world, enhancing customer relationships.

Email marketing helps business owners, sales personnel and all other members of your organization build stronger relationships of trust with their customers. This system of marketing allows businesses to maintain communication with customers, receive their valuable feedback to products and services, offer support and information that is unique to their needs, and always allow them to be up to date with your business.

2.) MEASURE RESULTS AND DEFINE STRATEGIES

An email marketing strategy enables you to measure the response of each campaign and implement that data into future strategies, constantly refining your “best marketing practices”

Receive reports of how many emails were sent, how many of those emails made it through, how many were opened, who opened them, who clicked through your emails links and which links did they click on. The end result of these features is the ability to track and measure your success, targeting customers more effectively and efficiently, differentiate between warm leads against cold leads and consistently improve your results with each campaign.

3.) DECREASE MARKETING COSTS WHILE INCREASING CUSTOMER COVERAGE

Marketing more frequently and consistently puts your product in front of the people who want it, more often. A strategy that should be implemented any chance you get.

Consider the amount of channels you could utilize with email marketing. Whether you are:

- Contacting customers who have been out of touch for a while, and ask them what you could do to bring them back.
- Provide potential customers with positive testimonial, feedback or case studies from customers in their industry to show how you can do the same for them.
- Feature a different product each week, and offer special prices to subscribed customers.



The possibilities become very exciting for your business and they can go on from here. You can eliminate high spending on a variety of marketing techniques while reaching a greater percentage of customers having a direct internet in what you are offering.

4.) FAST TRACK YOUR SALES EFFORTS

Time to receive responses through email marketing is 1 to 3 days with the maximum responses on day one. Direct mail measures 12 days to generate any response.

Direct mail campaigns can be extremely time consuming and can take week or even months to execute effectively. Consider the additional time lapse from delivery and you may be waiting quite a while to even see your ad placed or to reach a customer. Then the waiting game is on again as you wait for the customer to take a proactive approach on your advertisement and pick up the phone to call or go online to confirm your ads.

Email marketing allows you to immediately reach your targeted customers and to actively follow up with sales efforts based on the ones that expressed interest in what you have to do offer. When sending an email campaign, many of your targeted customers could be same day sales if effectively done. Now that's fast track sales.

% of Consumers who Shop for Information Online



% of Retail Sales Performed Online



Data Source:
 COMSCORE.

 **seomoz.org**
The Web's Best SEO Resources

5.) IMPROVE YOUR BOTTOM LINE

Costs incurred in designing, executing, testing, sending and receiving an email is up to 90% less than to run the same material in a 5000 piece direct mail campaign. Cost efficient? Absolutely.

When you add email marketing to your overall marketing strategy, you spend less money, save more time, make more money, and become more resourceful than with traditional marketing channels such as direct mail or print advertising. Now, consider the fact that the success rate of email marketing is significantly higher than print marketing. You very well could see your greatest ROI.

6.) CAPTURE THE ULTIMATE ADVERTISING CHANNEL, “WORD OF MOUTH”

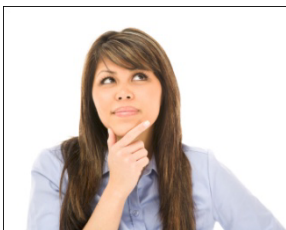
Email marketing makes recommending your product easier than picking up the phone and telling someone about it.

If your email message is “broad” in nature, your customers can quickly and easily forward it to friends and family, spreading your message to new potential customers. The water cooler can be placed in every person’s office or home when you’re utilizing email marketing. In the click of a button, your marketing advertisement can be recommended to two, three, four or more times the audience. The convenience and accepted method of email has become as common as conversation. Here is a question, what do you get more of in a single day at work, emails or voicemails?



7.) STAY IN YOUR CUSTOMERS MIND

Converting future sales from previous customers can become an everyday event with email marketing.



Constant communication is the cornerstone for building trust in customers. Keeping them informed of new opportunities that you can offer them is paramount to

provoking return purchases. Keep it simple by implementing a regularly scheduled email marketing newsletter to insure when they are ready to buy again, you are the first company that pops into their mind. Why? Because they have seen your add repetitively and have formed a relationship with your brand.

8.) MAINTAIN A COMPETITIVE ADVANTAGE

How many of your competitors are harnessing the effective communication power of email marketing with their customers and prospects now?

By utilizing a cleverly designed and informative, value-added approach, you can be one of the most customer oriented businesses in your industry. Many companies claim that 80% of their business comes from 20% of their clients. A research study conducted in 2008 showed the main reason for this statistic was due to the lack of attention given to the under producing 80% of clients. By utilizing email marketing's accommodating strategies, you can quickly begin to convert more customers quicker and maintain regular communications to not only your top customers, but 80% of your competitors' customers.

9.) NEVER GET OUTDONE BY THE CORPORATE GIANTS

Email marketing can be done by both large and small business types.



Of course, when it comes to traditional marketing efforts, a small or medium sized business can't compete with the corporate giants that have more money to throw at their customers. However, through email marketing, the playing field quickly becomes leveled. Small and mid-sized companies can actually overtake a large corporation's marketing effort simply by conducting a meticulous email marketing campaign.

10.) TAKE ADVANTAGE OF THESE FUN FACTS

If email was a country, its 1.4 billion users would make it the **largest in the world**. Bigger than China, bigger than the populations of the USA and European Union combined.

✔ **247 billion emails** are sent each day. That's one email every **0.00000035**

seconds.

- ✔ In the time it takes you to read this sentence, some **20 million emails** are being read.
- ✔ Every second, the world's email users produce messages equivalent in size to **over 16,000 copies** of the Complete Works of Shakespeare (assuming a 30KB average email size).
- ✔ **13.4 billion:** the number of direct marketing dollars forecast to go on email in the US in 2009.
- ✔ **\$583 billion:** the return from that investment on email marketing ROI. That's **four times** the market value of Microsoft.

ABOUT IDEA BRIGHT MARKETING & RESEARCH CORPORATION

Idea Bright Marketing & Research Corporation is a full service eMarketing service provider. Some of our services include:

Website Development & Design

Email Marketing

Search Engine Marketing & Optimization

Reputation Management

Social Media Marketing

And much more...

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